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INFORMATION CALENDAR

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No. 99

ANTI-INFLATION. . . . Six ads on the farm phase of the economic stabilization program have been prepared by an advertising agency assigned by the War Advertising Council in cooperation with the Department, OWI, and other government agencies concerned. The theme of these ads is to urge farmers and others to help prevent inflation, particularly in land. They suggest that farmers build up financial reserves for post-war, especially through the purchase of war bonds, rather than buy land at inflated values. The plan is for one of these ads to appear each month in farm magazines which agree to contribute the space. The Agricultural Publishers' Association, consisting of about 90 percent of all farm papers, will urge farm publications to run these ads.

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VICTORY GARDEN ADS FOR NEWSPAPERS. . . . Four full-page Victory Garden ads with 1000-line adaptations of each, plus three quarter-page ads are being mailed out next week to newspapers in all but 13 Southern States. They are accompanied by messages on the importance of Victory Gardens from President Roosevelt, Judge Marvin Jones, and Frank Tripp, of the Allied Newspaper Council. With each set of ads an order blank is enclosed for the use of newspapers in ordering mats.

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BOY SCOUTS OF AMERICA are sending out to their 80,000 scout masters throughout the country a leaflet urging the growing of Victory Gardens this year. A goal of one-half million gardens has been set for Boy Scouts alone. The leaflet will contain a message from War Food Administrator Jones, accompanied by a letter from Director of Extension M. L. Wilson.

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RECENT AGRICULTURAL LEGISLATION. . . . February 19--the House passed a measure providing for establishment of national marketing quotas and acreages for fire-cured and dark air-cured tobacco at the 1943-44 level; The Senate passed and sent to the President a \$6,784,000 appropriation for the census of agriculture. February 20, the House Agriculture Committee reported a bill authorizing an appropriation of \$15,000,000 for AAA payments to producers of legume seeds; The House Rules Committee reported a resolution authorizing the House Agriculture Committee to investigate the present system of marketing, transporting, and distributing farm products. February 22, the Senate Military Affairs Committee reported the manpower bill with an amendment prohibiting 4-F farm workers leaving their jobs without draft board permission.

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3 POSTERS ON FARM LABOR are now in the final stages of preparation.

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1945 EGG REQUIREMENTS. . . . The Nation's 1945 egg requirements can be met by normal production from the hens on farms January 1, 1945. Poultry producers are encouraged to cull normally, but not excessively, to keep up laying efficiency. The production of chicks for flock replacement should be about the same as last year. Growers are being urged, however, to secure chicks earlier so as to have more pullets ready for fall and early winter laying.

Any chicks not needed for flock replacements will find a ready market for meat. Producers with brooder space not needed for producing laying flock replacements are urged to use the extra space for broilers and roasters as they will be needed to add to the meat supply this year. The resulting addition to the meat supply will come during the season's low-point for other meats.

The general feed picture indicates that the supply of corn and oats, important ingredients of mixed feeds, will be about one-fourth greater than in 1944. For the country as a whole it is expected that there will be about 14 percent less live-stock, mainly hogs and poultry, than last year. With prospects of considerably more feed per animal unit there is no need this year to limit poultry or egg production in order to conserve national feed supplies.

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TIMELY FARM TOPICS PLATTERS COMING UP. . . . The soybean will be featured on one side of the next installment in this series which is scheduled for cutting February 27. Ernie Moore and Duke DuMars will emphasize the importance of the soybean as a crop for food and feed. . . . how this 5,000-year-old legume got to America and how the plant breeders, after testing more than 2,500 varieties, developed beans that will grow in many different parts of the country. On the other side of the platter "More Forage for the Dairy Cow" will be discussed by Chas. R. Enlow, Chief of the Agronomy Division of SCS. What he has to say fits in with Point I of the 8-point Dairy Program--Grow an Abundance of High Quality Roughage.

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CAMPAIGN ON CABBAGE. . . . An intensive consumer educational campaign is planned throughout March to market the winter crop of cabbage which is extremely heavy in Texas and Florida. On account of the tight transportation situation, no national campaign will be carried on, but based on advice and information from the Market News representatives, programs at the regional level will be planned for areas where supplies of cabbage are heaviest at any particular time. Approximately 35,000 tons of cabbage from Florida, Texas, Louisiana, Mississippi, Alabama, Georgia, and South Carolina are expected to be turned into kraut. To enable distant packers to participate, WFA will pay the cost of transportation up to \$23 a ton on all cabbage purchased in the above seven states.

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"A CALL TO FARMS" and "GOING OUR WAY?" are two labor recruitment pamphlets in the AWI series which will be off the press about March 15. The first concerns the Women's Land Army and the second, Victory Farm Volunteers. They will be distributed largely to schools. Each is a 4-panel illustrated folder with half tone and line drawing which will be used in farm labor recruitment by the Extension Service.

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SUGAR FOR HOME CANNING. Sugar for home canning this year will be allotted according to need, upon application to the War Price and Rationing Boards. Consumers may be told to figure their ration carefully on the basis of one pound of sugar for each four quarts of canning fruit, (adding in, if they need it, an allowance of five pounds per person for jams, jellies, pickles, catsups and the like). Boards will issue certificates in one-and five-pound denominations, up to a maximum of twenty pounds per person for each member of the family, but no more than 160 pounds for any family.

Major points for emphasis are: The 1945 home canning allotment--700,000 tons--is the same this year as last. Home canners in 1945 can do as good a job of food preservation this year as last, provided (1) all sugar of the 700,000-ton home canning allotment is used for home canning, and (2) home canners stay within the canning

sugar limits recommended by the Department of Agriculture and used by the Office of Price Administration as the basis for the home canners' ration.

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USDA RELEASES OF SPECIAL IMPORTANCE. . . . Milk cows and milk production on farms, by States, 1944--308; Price supports on 1945 crop of dry peas--313; Post-war use of fertilizer and lime--332; WFA appoints 11 colored recreation counselors--333; Buying now would improve fertilizer situation--346; Victory Gardens off to a good start--348.

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OTHER RELEASES OF INTEREST. . . . Growers' ceiling prices for tomatoes announced--OPA-T-3003; Producers' ceiling prices for bean seed increased--OPA-T-3006; Home Canning Sugar Program for 1945 season--OPA-5333; Growers' ceiling prices for field grown cucumbers--Feb. 21-Mar. 20--OPA-5341; Maximum packing charges established on sales of food to government procurement agencies--OPA-T-2988; Clothing-textile program--OPA-5330 or WPB-7362; New corn ceiling regulation issued--OPA-5314; Price relief measure provided retailers who buy carrots and spinach "in the field"--OPA-5328; Regulation pertaining to dried egg ceiling prices amended--OPA-T-2992; OPA regional administrators may adjust live poultry ceilings--OPA-T-2998; Surplus real property may now be leased--OWI-4085.

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BRISK DEMAND FOR DEPARTMENT BULLETINS. . . . A recent report on the demand for Department publications shows that 40,000 requests for various types of bulletins were received during January. If the rate set so far for February continues the demand for the current month will easily reach 60,000. Of one bulletin alone--Farmers' Bulletin 1963 on "Dresses and Aprons for Work in the Home" some 150,000 copies have been distributed since December 21, including, of course, Congressional and Extension Service requests.

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"SELLING CROP INSURANCE" is the title of a general handbook now being processed for the use of crop insurance salesmen. It should be ready for distribution some time next week to state and county representatives of Triple-A in the current campaign to sell Federal crop insurance.

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BACKGROUND GOALS STATEMENTS are being prepared in Triple-A on a crop-by-crop basis pointing out why we need goals, where the important producing areas are for each crop, how much of each must be produced, price supports, production history, and some not-well-known facts about each crop. The series will cover flaxseed, sugar beets, cattle, hogs, dry beans, milk, soybeans, eggs and poultry, potatoes, and legume and cover crop seeds. In addition to state and county Triple-A offices, copies are being made available to other bureaus for distribution where needed.

Another statement by Triple-A, now nearing completion, is entitled "Why Agricultural Price Supports." Bulk supplies of it are being sent to all Triple-A offices. . . . Also, an envelope stuffer on the flaxseed production program has been prepared for distribution in the North Central and Western Divisions.

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SURPLUS PROPERTY MAY NOW BE LEASED. . . . Because of the urgent need for placing surplus real property into immediate use, particularly for agricultural purposes, the Surplus Property Board has issued Temporary Order No. 3, designed to make it clear that Government owning agencies have the power to lease real property after it has been declared surplus but be-

fore the disposal agency has taken custody. Crop seasons are beginning and arrangements to utilize the property cannot await the time when a complete structure for disposing of real property has been set up under the elaborate provisions of the Surplus Property Act of 1944, the board added. (OWI-4085).

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WEEKLY GARDEN TALKS... . On March 3 the Blue Network in cooperation with the Department will begin its third year of weekly garden talks. For next Saturday's program Ruth Van Deman of BHN&HE will be on hand with her helpful ideas, and a play, written by Miss Josephine Hemphill, will be presented by Duke DuMars and Ernie Moore, manager of the 1945 Victory Garden Program.

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PREPARING YOUR WOOL FOR SALE is the title of a 2-page leaflet prepared by WFA's Office of Marketing Services for distribution to its regional offices and to Extension Service personnel. Single copies of this leaflet can be obtained from the Office of Information.

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"THE SUPPLIES OF FOOD" will be the subject of OPA's regular Thursday evening broadcast on March 1, 1945, at 7:45 EWT. Price Administrator Chester Bowles will have as his guests on this program, S. R. Smith, WFA's Director of Civilian Programs, and Miss Eloise Davison, Director of the Home Institute, of the New York Herald Tribune.

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On March 3 BOB BURNS will give Victory Gardens a boost on the CONSUMER TIME show. Wise in the ways of the potato beetle and such, as well as the bazooka, he will offer some profound advice to prospective gardeners that will, no doubt, send them scampering for rake and hoe. But--not before they hear what Bob's Aunt Peachy Simms is planning to do about canning this year down in Van Buren, Arkansas! Norvel Gillespie, NBC Victory Garden Director, will be MC on the show, and a Department booklet entitled "Victory Garden Insect Guide," will be offered to listeners. The March 10 show entitled "High Fences" will be a dramatized explanation of Interstate Trade Barriers of special interest to housewives.

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"YOUR 1945 GARDEN IS VITAL TO VICTORY" is the banner line on a group of suggested Victory Garden ads now being presented to newspapers by the Metro Associated Services, Inc. It presents illustrations on planning the Victory Garden, working the soil, caring for the crop, harvesting, canning, etc. Plans are to have copies of this lay-out reproduced for transmittal to those who received the 1945 Victory Garden Kit which was sent out several weeks ago. The Kit also contained another ad lay-out by Metro as well as one by Meyer-Both.

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NETWORKS WILL STRESS VICTORY GARDENS MARCH 5-11. . . . The week of March 5-11 has been assigned for Victory Garden messages over all the national networks. Almost every hour of the day radio fans will be reminded of the importance of growing Victory Gardens on a total of 59 programs that week.

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